Sample Process and Timeline
(sample only - times may vary slightly)

Stage 1: Proposal

Proposal editing	Week 1	Week 2	Week 3	Week 4						
Prospective authors submit proposal										
Editors read and comment										
Authors receive detailed feedback										
Successful authors provide timelines										
Authors begin work										

Stage 2: Writing, design and marketing

Writing and editing	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Authors submit rough first draft										
Editors read and comment										
Authors receive detailed feedback										
Authors address comments & submit draft 2										
Editors read and comment										
Authors receive detailed feedback										
Authors address comments & submit final draft										
Design / Marketing										
Book title finalised										
Cover design suggestions created										
Cover design options given to authors										
Authors choose cover design										
Book blurb submitted by authors										
Book details added to the website										

Stage 3: Formatting and marketing

Formatting	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Wk 11	Wk 12
Authors supply final files / links												
Text submitted to a copy editor												
Copy editor works on the text												
Copy editor provides feedback												
Authors address issues identified												
Authors resubmit edited text												
Technician works on formatting												
Technician works on inserting files/links												
Beta versions produced for testing												
Authors, editors and others test the ebooks												
Technical issues are addressed												
Ebook is made available for sale												
Marketing												
Interview with authors on the blog												
Book extract added to the blog												
Facebook announcements												
Flyers produced												
Flyers distributed at conferences												
Twitter updates												
Free copies distributed												
Book review added to the blog												
Book featured on the front of website												